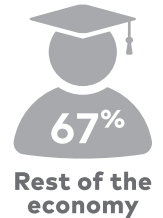


Tourism jobs provide meaningful career paths for good jobs now, rewarding careers later



Nationally...

Nearly three quarters (74%) of individuals who started in travel secured employment in a career requiring at least a bachelor's degree and extensive skills, knowledge and experience.¹

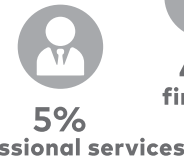


Americans who had their first job in the travel industry achieve higher salaries on average than most industries.¹

Travel offers an opportunity to ultimately earn higher wages (max average annual salary achieved)



Travel provides the first job for more Americans than any other industry. Seventeen percent of Americans whose first job was in travel now own their own business and 19% consider themselves entrepreneurs—higher than the finance, manufacturing and health care industries.¹



In Oregon...

Travel employs 122,920 Oregonians, totaling \$5 billion in employee earnings and providing 1 in every 16 jobs in the state.

123k Jobs
\$5B Earned

Top 10 high-wage leisure & hospitality jobs in Oregon:

- Food service managers
- General and operations managers
- Chefs and head cooks
- Lodging managers
- Musicians and singers
- Meeting, convention and event planners
- Accountants and auditors
- Producers and directors
- Human resource specialists
- Facilities Managers

Tourism jobs provide fundamental employability skills:

- Adaptability
- Critical thinking & Problem solving
- Teamwork & Collaboration
- Communication
- Self-management
- Reliability
- Professionalism
- Empathy
- Entrepreneurial mindset
- Resilience
- Initiative

Tourism career pathways...

Here are just a few ways starting in a tourism job can lead to upward mobility:

- Mountain operations → summer guide → owner of a tour operator/outfitter business
- Hotel front desk reception → front desk manager → group sales manager → director of sales
- Restaurant server → communications coordinator at DMO → communications manager at DMO
- Restaurant dishwasher → line cook → sous chef → food cart owner

1. Source: Oxford Economics analysis based on BLS NLSY79

